Government Management Accountability and Performance (GMAP)

PowerPoint Guidelines for Agency Reports

Overall
- Keep it simple
- Strive for consistency between slides (fonts, graphs and charts, etc.)

Backgrounds and Colors
- Light color for backgrounds
- No fancy backgrounds
- Avoid yellow, orange, and red – they are hard to read from a distance
- Use high contrasts for those with color-blindness (20% of men)
- Avoid the use of red except to highlight areas of great concern
- See charts and graphs tips on the back of this sheet

Margins
- ¾" – 1" minimum on all sides
- No headers or footers

Fonts / Text
- Dark text – black, navy or dark green
- San serif fonts are easiest to read - avoid script, fancy fonts, and italics
- 44 font for Titles (or as close as possible)
- 34 font for body text (or as close as possible)
- Follow the "6 x 6" rule: no more than 6 lines of text and 6 words per line
- Keep bullet points to one line (no word wrapping) to make your point

Slide Consistency
- Align titles to avoid distracting shifts between pages
- Use consistent fonts and slide layouts as much as possible
- Don't use transition effects or animation

Formatting
- Size slides for "on-screen show" (under "File – Page Setup" menu)
- Use PC format, not MAC

REMEMBER!   SIMPLIFY, SIMPLIFY, SIMPLIFY!
(also see charts and graphs do's and don'ts on back of this page)

GMAP CHARTS and GRAPHS:
Do's and Don'ts

GMAP sessions bring information to decision-makers so that they can respond quickly to emerging issues. Charts and graphs are your most powerful tool for showing what is happening and why. These do's and don'ts will help you harness their potential.

DO use the right chart for your purpose. Specifically:
- USE PIE CHARTS ONLY TO SHOW PERCENTAGES OF ONE WHOLE – for example, percent of agency budget allocated to each program
- USE BAR CHARTS FOR COMPARISONS – for example caseloads region-to-region, or compliance rates industry-by-industry
- USE LINE or RUN CHARTS TO TRACK PERFORMANCE OVER TIME – for instance, tickets issued week by week over the course of a year
- ZERO-BASE CHARTS OR AT LEAST PROVIDE MEANINGFUL RANGES

DO use every aspect of your chart to focus attention on your message. For example:
- USE YOUR TITLE TO REINFORCE YOUR MESSAGE: "Caseloads are rising with the population" is more informative than "DSHS cases"
- To distinguish a 'target' from actual, use a line for the target and bars for the data.
- Include time frames in the title or data labels and note the data source.

DON'T use your time in GMAP to showcase the functionality of Microsoft Excel. Many features of Excel 'look cool' but actually distract the reader from your message. So,
- DON'T USE 3D EFFECTS
- DON'T USE PATTERNS or SHADING
- DON' T USE LEGENDS, GRIDLINES or BORDERS, unless they are necessary. It is worth the time to "delete" such features when the context is clear without them.

COLOR - Keep in mind that:
1. Colors evoke emotions in viewers. Some are well known: red signals danger. Other effects are more subtle and therefore less evident to you or to the viewer.
2. Some colors are hard to read from a distance, such as yellow, orange and red.
3. Some color combinations cannot be distinguished by a color-blind person. Since 20% of men are color-blind, chances are at least one panelist will be.
4. Color handouts are often copied in black and white, which means the green and blue pies slices turn into the same shade of grey.

   Therefore:
   - USE a LIGHT BACKGROUND – it is easier to read in the well-lit GMAP room.
   - AVOID YELLOW OR ORANGE for FONTS and FILLS
   - DO NOT USE RED EXCEPT to HIGHLIGHT ISSUES of GREAT CONCERN
   - If you use RED, YELLOW, GREEN STOPLIGHTS, MAKE EACH COLOR A DIFFERENT SHAPE so that color blind people can distinguish them
   - CONSIDER SHADES of BLUE or GREEN for pie slices and bar charts – they are 'professional' and will copy well in shades of grey.